



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : M. Scott Reichardt et al.  
Application No. : 09/731,115 Confirmation No.: 9203  
Filed : December 6, 2000  
For : SYSTEMS AND METHODS FOR COORDINATING  
INTERACTIVE AND PASSIVE ADVERTISEMENT  
AND MERCHANDISING OPPORTUNITIES  
Group Art Unit : 2611  
Examiner : Not Yet Assigned

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NOV 06 2002

Commissioner for Patents  
P.O. Box 2327  
Arlington, Virginia 22202

**Technology Center 2600**

TRANSMITTAL LETTER FOR  
SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

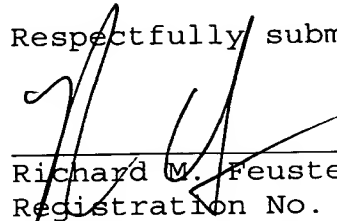
Transmitted herewith is a Supplemental  
Information Disclosure Statement and an accompanying Form  
PTO-1449 (submitted in duplicate) for the above-  
identified application. This Statement is submitted:

- ☐ within three months of the application filing  
date;
- ☒ more than three months from the  
application filing date but before the  
mailing date of the first Office Action on  
the merits.

In accordance with 37 C.F.R. § 1.97(b)(3),  
submission of this Statement requires no fee. However,  
if for any reason a fee is due, the Director is hereby  
authorized to charge payment of any fees required in

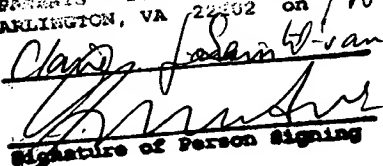
connection with this Supplemental Information Disclosure Statement to Deposit Account No. 06-1075. A duplicate copy of this letter is transmitted herewith.

Respectfully submitted,



Richard M. Feustel, Jr.  
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*Clayton J. Santivan Goodman*  
  
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UV-174

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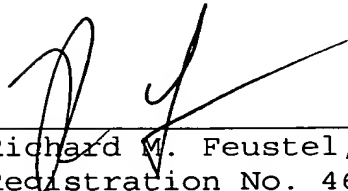
SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with 37 C.F.R. §§ 1.56 and 1.97, applicants wish to call the attention of the Examiner to Hendricks et al. U.S. Patent No. 5,659,350, issued August 19, 1997.

A copy of the aforementioned document, which is listed on the accompanying Form PTO-1449 (submitted in duplicate), is enclosed herewith. It is respectfully requested that this document be (1) fully considered by the Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application.

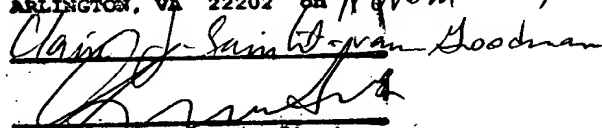
Consideration of the foregoing in relation to  
this patent application is respectfully requested.



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FORM PTO-1449

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.  
UV-174APPLN. NO.  
09/731,115SUPPLEMENTAL INFORMATION DISCLOSURE  
STATEMENT BY APPLICANTSAPPLICANTS  
M. Scott Reichardt et al.CONF. NO.  
9203FILING DATE  
December 6, 2000GROUP  
2611

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	5,659,350	08/19/97	Hendricks et al.	348	6	

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## FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
						YES	NO

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER INITIAL	

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP § 609; Draw line through citation if not conformance and not considered. Include copy of this form with next communication to applicants.